

**What is claimed is:**

1. A media comprising:
  - a) an image-receiving layer on which an image may be formed; and
  - b) a protective overlayer provided over said image-receiving layer, said protective overlayer having machine-readable indicia formed thereon.
  
2. A media comprising:
  - a) an image-receiving layer on which an image may be formed using a thermal head; and
  - b) a protective overlayer provided over said image-receiving layer, said protective overlayer having machine-readable indicia formed thereon.
  
3. The media of claim 2 wherein said indicia being transparent so as to allow viewing of an image provided on said image-receiving layer.
  
4. The media of claim 2 wherein said protective overlayer comprises an IR absorbing dye.
  
5. The media of claim 2 further comprising an adhesive layer for securing to an item.
  
6. A media comprising:
  - a) a 1<sup>st</sup> machine-readable indicia in an image layer on said media; and
  - b) a 2<sup>nd</sup> machine-readable indicia in a protective overlayer that is identical in content to, and in register with said 1<sup>st</sup> machine-readable indicia in said image layer.
  
7. A label comprising:
  - a) a image-receiving layer on which an image may be formed using a thermal head; and

b) a protective overlayer provided over said image-receiving layer,  
said protective overlayer having machine-readable indicia formed thereon.